Herald Readers

Don't Experiment With Ordinary Laundries.

We Know How-BECAUSE Ours Is the MODEL WAY.

No rough edges to collars and cuffs. Shirts are ironed to hold their

75 per cent of all our work is done by hand. The proper way to obtain the proper

Our drivers are prompt, careful, courteous, and attentive.

Your bundle left at our office before 9 a. m. delivered by 6 p. m. same

Family Wash (rough dry)

The Model Laundry

1712-1718 E Street N. W.

BALLOONISTS SAFE; RECORDS SMASHED

Continued from Page One.

America II's flight was 1,325 miles in an east of Coocooche, Quebec.'

Mr. Spindler's dispatch says that Coocooche, which is the point at which the Germania landed last Wednesday, is 1,185 miles from St. Louis in an airline, and that Hawley's and Post's distance is figared by him as 1,305 miles from the starting point. It does not matter whether it is 1,365 or 1,325, as either distance is the world's record, which before this race had been set 1,193 miles by Count Henry de la Vaulx, in a flight from Vincennes, France, to Korostichev, Russia, in 1900.

Lenda All Contestants. While the official announcements will not be made for some time, the figuring

of the aero club people and the contestants themselves places the leading balloons in the following order: America II, Dusseldorf II, Germania.

When Mr. Perkins, who, in spite of sailing with the Dusseldorf II, is a Bay Canal. Bostonian, was convinced that Hawley

The telegram sent from St. Ambrose by Hawley and Post shows that they came to earth on the same day that the Dusto earth on the same day that the Dusseldorf landed and that the difficulties of well-order landed and that the difficulties of travel were so great that it took them a whole week to get back to the end of a telegraph wire. St. Ambrose is not big a telegraph wire in the telegrap about forty miles north of Chicoutimi, where the Saguenay River steamers make their stop northward bound. How many that we were a considerable distance

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ed by skilled teachers. Free information giver FISK TEACHERS' AGENCY, 1505 Pa. ave.

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UNITED STATES COLLEGE OF VETERINARY SURGEONS.

WASHINGTON, D. C. Rated Class "A" by U. S. Government. SEVENTEENTH SESSION OPENS SEPT. 15, 1919. Large hospital and clinic. New building and completely equipped operating and clinical rooms. Secteriological, pathological, and clinical laboraand lecture rooms. Everything complete.
WRITE FOR CATALOG.

POTOMAC UNIVERSITY LAW SCHOOL. DAY AND NIGHT CLASSES, 1881 THIRD ST. N. W.

unaided struggle with the wilderness cannot be known until Mr. Hawley and his

akes and rivers, dense forests and im-Perkins and his companion took four lays and nights in traveling seventeen miles through similar country, and they lost most of their clothing in the fight

with the brush.
"We believe that Hawley and Post air-line from St. Louis Later advices have established a bold of the St. Louis from Lewis Spind-received at St. Louis from Lewis Spind-ler of the St. Louis Aero Club, who was know now, they covered about 1,400 miles, what Stimson had done in connection in charge of the search for Hawley and one of the most remarkable feats in the Post in Ontario, give the America II's aeronautic history of the world. From anding place as "about 120 miles north- what little we have so far learned Hawley and Post were without food for the most of the time during their seven days' fight through the woods to civilization, but were assisted by hunters and others. 'From what I can learn the men have rive there to-morrow night. Hawley are driving from St. Ambroise to

TRIP A DELIGHTFUL ONE DECLARE THE AERONAUTS

Chicatoumi, Quebec, Oct. 26 .- "We had a beautiful trip," said Mr. Post to-night. We crossed Lake Michigan and Lake Huron and followed what I should judge to be the route of the proposed Georgian

and Post had the record, he took another ed over the forests of Northern Quebec; "Then we crossed the Ottawa and floatlook at the spot on the map which show-ed the perils which must have confronted the result of the American U.S. The country below us always was placed by two strangers.

away from big business, which might be construed as an admission.

The American U.S. The country below us always was placed by two strangers.

When I came up on deck again the Harrican U.S. See the aeroplanes fiv?" Marshall was pointed by two strangers.

The American U.S. The country below us always was placed by two strangers.

The American U.S. The country below us always was placed by two strangers.

The American U.S. The country below us always was placed by two strangers.

The American U.S. The country below us always was placed by two strangers.

The American U.S. The country below us always was placed by two strangers. the America II's crew and said: "Well, densely wooded. Finally on Wednesday they're a blame plucky pair, and anyway morning we found that we were north of I'm glad the United States wins."

Lake St. John and coing well and said anyway in the factoring well and said anyway in the factoring well and said in the Harden and Fulton were favored with rear platform speeches just like Rich-land. Lake St. John and going well, and we

whole week to get back to the end of a telegraph wire. St Ambrose is not big enough to get on the map, but it is about forty miles north of Chicoutini. "This was at 3:45 p. m.

"It was near nightfall, and we knew from any settlement, so we decided to pass the night in the basket of the bal-

"The next morning we started for civilization, heading stouth. We had three days of strenuous exercise, with no more to eat than was absolutely necessary, as we had to carry all our food as well as the blankets to cover us at night. And

of Jack Matthais, a trapper. Unfortu nately, he was away from home. We. nowever, stayed there and enjoyed the ospitality of his hut for a day of much trappers turned up, and like good fellows, brought us out by canoe to St. Amama, and we landed between five and eight miles north. Two smaller lakes were also passed by us as we made our way through the woods

The country there is very rough, and New Britain. our travel was necessarily slow and ara hard time fighting our way through, but didn't suffer any very severe hard-

Beats Former Marks.

St. Louis, Oct. 26.-Hawley and Post's ered by Hawley and Post in the balloon
America in the international race, break-America in the international race, breaking the world's record of 1,193 miles, by Count de la Vaulx.

BERTH FOR W. H. LEWIS.

Colored Republican Slated for High Federal Office.

A Republican politician who is much nterested in the Ohio campaign, and ited only by the capacity of the hall. Generals in the Department of Justice. later in the day at the White House, Salisbury, and Asheville, but Attorney General Wickersham ex-

pressed surprise when the matter was mentioned to him. Lewis has been assistant United State attorney at Boston several years and has made a good record. He is a graduate

He made a record in athletics at Am-herst as captain of the football team, and at Harvard as center rush.
It was stated that President Taft has also decided to appoint Charles A. Cotterill, a well-known negro, of Toledo, as

collector of customs at Honelulu. China Wants Parliament.

Pekin, Oct. 26.—The new assembly has adopted, almost unanimously, al memorial to the throne, praying for the establishment of a popular parliament at the earliest possible time instead of lat a deferred date.

PARKER IN THRONG, HEARS ROOSEVELT

Continued from Page One.

the judge surveyed him from afar, "in have the right to appeal to all good citizens to stand together in this contest. against two tooting engines," he shouted. "Against one?" asked a man in the

"One I can get on fairly well with." was the retort. "We ask your support of Stimson," con-

"Say, colonel!" piped a suspicious-look-ern Kansas for thirty-three years, or individual. "Judge Parker can't hear "If he raised as many red hogs, whiteing individual. "Judge Parker can't hear you." The colonel glared.

pect to oppose our candidate. I am glad to see you, comrade.' "I hear with pleasure and position than he now is."

pelieve in every word you say."
The colonel: "I am glad you do."

Could Not Fool Colonel. Parker held his place. He couldn't be persuaded to greet the colonel, and he went away without even speaking. He eon E. Baldwin, Democratic nominee for

ing and ended up with two addresses The colonel has called the judge retcompanion send further details. The country in which they landed is a network of

of attack on Mr. Dix the speech that the Democratic cardidate made last night have established a world's record," said at Buffalo. He deplored the fact that know now, they covered about 1,400 miles, what Stimson because of know now, they covered about 1,400 miles, what Stimson because of make any statement." with the sugar trust.

he is the willing instrument of Mr. Murphy in this campaign, and therefore the instrument of the great and sinister forces, political and financial, that stand their balloon with them. I leave at 5 in behind Murphy in the effort to secure control of the government of the of control of the government at Albany, he said, "and Mr. Dix's utter insincerity is shown in his attacks on Mr. Stimson Chicoutimi, Quebec, and should reach there about 11 or 12 to-night, and I be- as in his attempts to explain away his lieve will reach Quebec to-morrow night, own record. Every great corrupt cor-where I shall join them." poration which desires to see Harry Stimson discredited would doubtless applaud for Mr. Dix for his attempts to Nationalism, the Supreme Court, and 361 in cash.

Receives Loud Welcome,

The first big meeting was in Oswego, where 1,500 grown-ups and a lot of

thusiastic folks, who persisted in following the first auto, which, naturally, contained Mr. Roosevelt and a member of the staff.

The streets were throughed with entropy to relieve them of the excruciating ennul of the afternoon. Marshall acquiesced and won enough pennies to fill a chewing gum machine. Then they matched for dollars and Marshall lost \$61.

The Watertown armory held more persons that were comfortably seated. The offering of Marshall's diamond ring as stakes in the matching game started as stakes in the matching game started as the colonel mounted a chair and spoke for a three-handed argument. When words a colonel mounted a chair and spoke for a three-handed argument.

we had to carry all our food as well as the blankets to cover us at night. And we needed those blankets badly, for we had two snow storms on the way.

Theater to address an overflow.

To-morrow Col. Roosevelt will drop the other two confidence men in chorus. down from the North and will skirmish pointing to Marshall. "Sergt Kaufman" On the fourth day we found the camp and at night he will talk in Utica.

MONEY OFFERED FOR VOTE.

needed rest. Then four French Canadian Judge Baldwin Makes Specific Charge of Corruption in State. Hartford, Conn., Oct. 26 .- Many indefiroise, where we arrived this afternoon. nite charges of the corrupt use of money 'As near as we can figure our landing at the Republican State convention have ership of the Boston Herald will be efsoutimi. There is rather a large and to-night Judge Simeon E. Baldwin, owners, who are prominent in Boston owners, which is the Boston owners of the Boston owners of the Boston owners of the Boston owners of the Boston owners ow Democratic nominee for governor, gave the sanction of his authority to the acfirst-class mortgage bond issue of the refirst-class mortgage bond issue of the recusations in at least one case. He was speaking at a large Democratic rally in

> knowingly employing others to use it. But money has been freely offered, yes, and used at Republican nominating conventions this year. To specify one instance, what was styled a "present," of a very light of the process of the posterior of the process of the pro what was styled a "present," of a very Boston Elevated and the New Haven ture Wilson yesterday that no milk be lan D. Candler died to-day, aged sevlarge sum-what looks to me like a very roads; Mr. Baxter represents the Plant allowed sold and delivered within the enty-four years, at his home in Edge-dead at Southport, N. C. Death was large sum—was offered to a certain dele- estate, of New York; Friedman repre-

where the balloon Germania landed. This but was repeated by another man who of the Herald. makes 1,365 miles air line distance cov- made it more specific than did the first. Robert L. O

SHERMAN IS CHEERED.

in North Carolina. Raleigh, N. C., Oct. 26.-Vice President Sherman to-night at Raleigh delivered a political address to an assemblage, limwho is close to President Taft, an- This was his second speech in North sounced yesterday that the administra- Carolina, his first being at noon to-day tion was on the point of giving recogniat Goldsboro, where he was enthusiastition to the colored Republicans by the cally received. At 6 o'clock he attended appointment of William H. Lewis, now a reception and dinner party at the home assistant United States attorney at Boston, to be one of the Assistant Attorney At 11 o'clock to-night he was the guest of hopor at a smoker at the Elks' Club. This was given partial confirmation To-morrow he will speak at Greensboro,

DEATHS REPORTED.

WHITE.

Abner McKay, 71 years, Govt. Hespital Insane.
Joshua Whetzel, 42 years, 1333 H st. nw.

Ella F. Patterson, 55 ears, Geo. Wash. Hospital.
Louis Kimmel, 82 years, 122 D st. ne.
Ross Cunningham, 64 years, U. S. Soldiers' Home.
Charles Miller, 73 years, U. S. Soldiers' Home.
John W. Knabe, 45 years, 1648 Kraemer'st. ne.
Antonfa opperm nm, 23 years, 1814 kfs. nw.
Alice Miller, 4 months, Children's Hospital.

COLORED.

Hattle Dickson, 55 years, Covt. Hospital Insane,
Sidney Thomas, 33 years, Freedmen's Hospital,
Henry C. Braxton, 57 years, 182 4½ st. nw.
Emily Thomas, 45 years, Tuberculosis Hospital,
Elizabeth Shell, 3 years, 1821 Vf. avc. nw.
B. F. Shands, 18 years, Wash. Asylum Hospital,
Goorge Whitlow, 65 years, Energency HospitalStephen T. Watson, 34 years, Energency HospitalStephen T. Watson, 34 years, Tuberculosis Hospital,
George Whitlow, 65 years, Energency HospitalStephen T. Watson, 34 years, Tuberculosis Hospital,
Gertle Ross, 6 months, 460 21st st. nw.
William Royann, 4 days, 144 D st. nw. Gertie Ross, 6 months, 400 21st st. nw. William Brown, 3 days, 144 D st. no.

NOT INFLUENCED BY JOHN D. Cousin of Oil Magnate Is Closer to the People.

Topeka, Kans., Oct. 26.-Frank Rockefeller, who is a Democratic candidate for Congress from the Sixth district has been attacked because of his relationship with John D. Rockefeller. Mr. Rockefeller, the Kansan, is a first cousin of the The Hollis Wood Towed In-

oil magnate. "Some of the Republican papers in my hose days you appealed to all good district," said Mr. Rockefeller, "fear that citizens to stand together, and so now I my relationship to John D. may warp my views as a Congressman. They for-get that my legislative record proves We have as our candidate"— but the that my campaign promises are good. I noise interrupted him. "I can't talk do not think John D. knows that I am running, and am sure he doesn't care When he wants Congress to do anything he has generally got what he wanted without electing any of his family to office to help him

"I might add that John D. has generally worked with the Republicans tinued the colonel, "because he is op-anyway. His life training and his busi-posed rightly by Tammany Hal' and by the big trusts and by every crooked things from what a fellow like me gets ousiness man."

ou." The colonel glared.
"Every crooked business man," he went alfalfa as I do he would be a whole lot he would be in a much more enviable

MAY SUE FOR LIBEL.

While his repartee was going on Judge Baldwin Wants Col. Roosevelt to Make Retraction. New Haven, Oct. 26.-That Judge Sim-

remarked as he left that everything was governor, is seriously thinking of suing trate on the storm-battered deck, weakly fine where he had been, meaning, of former President Theodore Roosevelt for course, that the Democrats were blos- slander, was given out to-day at State soming out in good shape. Mr. Roose-velt knew that the judge was there all Chairman C. W. Comstock, of the Demo-

here to-night. The crowds yelled every- rogressive, as shown in his decision, and where, and it was pretty easy sledding the judge has called upon the former for him. There was a good bit of enthu-

"If he makes the retraction I have The colonel took up as his leading point asked for I certainly shall not institute any suit. Whether I shall sue in any the d- tub." The seven sailors

"Mr. Dix has shown conclusively that CONFIDENCE MEN FLEECE STRANGER

Trio Take Money and Ring from Visitor.

discredit him were it not that these at- Williamstown, Gloucester County, N. J., thing aboard the Hollis Wood. empts are so transparently futile to the a visitor in Washington, started to the trust or in its connection with the trust, navy yard yesterday afternoon to wit-

the town yesterday, and at the Capitol until I could pencil a few words to my publican party in the State had broken was joined by two strangers.

on," he replied.

"Sure," said one of the confidence men.

about an hour. The crowd laughed and were flying fast and thick, the third con-

Herkimer and Oneida countles, grabbed Marshall and the two men with the \$61 and the diamond ring disap-

PAPER IN NEW CONTROL.

Change in Ownership of Boston Herald to Be Made Soon.

Boston, Oct. 26 .- A change in the own been made since the campaign opened, feeted in the next few days. The new financial circles, will put \$500,000 into the Boston Herald, Inc.

"Mr. Goodwin is incapable of stooping to the use of money to buy votes or of knowingly employing others to use it. But St. Louis, Oct. 26.—Hawley and Post's landing place, according to the telegram received here from Spindler to-night, is about 120 miles northeast of Coocooche, Quebec, 1,185 miles air line from St. Louis, where the balloon Cormanic Louis.

Robert L. O'Brien, late of the Tran-

Large Crowds Hear Vice President Piles Cured Quick

Send for a Free Trial Package and You Will Be Overjoyed at the As- Mildred Carlton is being attended by physicians at tonishing Relief and Cure.

next drug store and get a 50c package of Pyramid Pile Cure. You will find relief right away. The cure comes quick and is a complete, permanent cure. Old, chronic cases, that itch all the time, bleed, protrude and are sore, become gangrenous and are the very essence of utter misery, should write to the Pyramid Drug Co., 271 Pyramid Bldg., Marshall, Mich., for a free trial package by mail in plain wrapper of Pyramid Pile Cure. Such cases have tried a dozen remedies, they believe in nothing, expect to be operated on, are sick, weary, and discouraged. They need this free trial. It will be a revelation. The relief will bring back their hope of a cure, the remedy will turn that hope into realization. A man in Indiana past 70 had suffered over 30 years with bleeding piles. The free trial of Pyramid Pile Cure was his first real comfort. He was thoroughly cured and has lived his remaining. The free trial of Pyramid Pile Cure was his first real comfort. He was thoroughly cured and has lived his remaining years in peaceful enjoyment, doing such odd work as would occupy his mind, and going about with none of the restraint and hardships that always accompany piles. Don't neglect to send for this free trial and remember you can always obtain the regular 50c package in any drug store and be sure you get what you ask for.

In the mentioned in the proclamation in the proclamation of several weeks ago, and none is likely to be fixed for some time to come.

Denver, Oct. 25.—Lyman B. Brown, of Denver, heir to the entire cate of his friend, Charles Burns, a riener miner, jestenlay announced that he would not accept the lequest, but would try to find a sixteen-year-old daughter of the testator and give the property to her.

Liverpool, Oct. 26.—The steamship Maniboto, arrived here to-day, reports the death at Sea of David Pearce Penhallow, of Mcharles Burns, a riener miner, jestenlay announced that he would not accept the lequest, but would try to find a sixteen-year-old daughter of the testator and give the property to her.

DERELICT'S CAPTAIN

to Harbor of Galveston.

CREW TAKEN OFF LAST WEEK

Capt. Walls Says Little Courtesy Was Shown Him by the Captain of the Harold-Had Nothing to Eat or Drink for Five Days-Cargo of Lumber Is Saved from Sea.

Galveston, Tex., Oct. 26.-The steamhip Parkwood, Capt. J. F. Falcon, Trinidad to Galveston, reached port this evening, having in tow the schooner Hollis "and every crooked politician I ex-to oppose our candidate. I am glad much better understanding of them that who was picked up about 100 miles off the coast of Campechy, Mexico, on Thursday, October 20. The aged captain was delirious, and exposure, hunger, and thirst were fast claiming him when the steamer which had been blown about 200 miles out of its course, responding to the distress signal flying from the derelict, came alongside

gave orders to his crew, which he imagined was still around him. But a week's nourishment and nursing on board cratic State central committee first gave mal conditions, and he told the story of the tip on the judge's intention and how his crow of seven men cut him can the Parkwood brought him back to nor-Mr. Roosevelt made eight speeches to-day. He began at Phoenix in the morn-the story.

The tip on the judge's intention and then Judge Baldwin practically verified the story.

The tip on the judge's intention and then Judge Baldwin practically verified the story.

Harold, Capt. Berg, bound for New York,

Refused to Abandon Ship.

The crew begged the captain to abansiasm along the line—more than one has noticed previously. But, then, it was in red-hot Republican country. And also everybody felt good, because it was cold and made you feel like working your lungs.

President to retract. Roosevelt has written a letter for the press in which he does not retract to suit Judge Baldwin. "It has been hinted that you might sue the schooner in tow, but Capt. Berg, of the Harold, said a man would be insane to attempt such a risk, and if he dign't. to attempt such a risk, and if he didn't want to come aboard he could "Stay on in three hours the Hoilis Wood would go to pieces and her skipper go to the bot-

"I couldn't ask the boys to stick to the schooner after their bitter experience in the hurricane, and considering the batered condition of the schooner, apt. Walls, who appears little the corse for his experience, "but the maser of the Harold might have left me food and fresh water. No; not a drop nor a crumb did they leave me. Of surse, our stores were ruined before we sighted the Harold, but because I wouldn't abandon my boat they were not anxious about supplying me with food or water, presuming that in a few hours I would be a dead one, and ft would be a waste of stores to put any-

No Time to Write Wife.

Most of the other topics that the col- ness the "aeroplane flights," but got tan- Pendleton Brothers, of New York, the onel has been expounding were taken up in the course of the day. He roasted lost a diamond ring valued at \$310 and from me for my wife. That was too triffing a watter to be the course of the day. triffing a matter to bother about. liscussed all the issues of the campaign Marshall went out to see the sights of asked the mate to wait a few minutes

gether, the 700,000 feet and more of lum ber would help keep her afloat, and i "They're the cutest little flights you ever after we parted I lost consciousness, for I was about all in from exposure and an emptiness about the grub basket. which was worse than seasickness. And now to think I have to remain out her

Capt. Walls said his wife is at her

home in Hollowell, Me., with their sons. CENSUS FRAUDS AIRED.

Tacoma Citizens Heard in Sceretary Nagel's Office.

"The evidence is conclusive that in the first enumeration the reports were padded," declared Secretary Nagel, of the Department of Commerce and Labor, in commenting upon the alleged frauds upon the census of Tacoma, Wash. The case was made the subject of a hearing

at Mr. Nagel's office yesterday. Director Durand and other census officials were present. Five prominent citizens of Tacoma, headed by T. L. Stiles, appeared in behalf of that city. The Ta comans asked that an order be issued calling for a complete re-enumeration of the city's population. This request was

taken under consideration. BAN ON IMPURE MILK.

Secretary of Agriculture Wilson Puts Order Into Effect.

An order to be put in effect at ones

cows. One hundred gallons of milk a day from 1894 to 1898, and was governor from are delivered within the territory spec-ified, and the order supports the stand 388 to 1902. of the District health department that milk coming into the District must ome from cows that have been tuber-

TELEGRAPH BRIEFS.

Newburgh, N. Y., Oct. 25.-A sneak thief stole a sample suitease containing \$1,800 in lewelry from the West Shore Railroad station here last night

her home to-day for serious nervous shock, Kingston, Jamaica, Oct. 26.—The schooner Omega, from Gulf ports for Kingston, with lumber, went from Gulf ports for Kingston, with lumber, went Practically all the great noble houses of Practically all the great noble houses of Any one who has piles wants quick relief. If you can't wait, drop into the
next drug store and get a 50c package of
Pyramid Pile Cure. You will find relief

New York, Oct. 25.—While Mrs. Mary Rymes was

FOUND DELIRIOUS Factory Bargains

In Used Grand and Upright Pianos, Player-Pianos, Square Pianos, and Organs

These instruments were taken in exchange for new Bradbury and Webster Planos. They have been thoroughly overhauled by our factory experts, and are in splendid condition, musically and otherwise. Berkeley Piayer-Piano
Chickering Grand
Webster Player-Piano
Readburg Style Proposed United radbury Style 6 Walnut Upright.... radbury Style 5 Mahogany Upright... radbury Style 5 Mahogany Upright... radbury Style 5 Mahognay Upright... radbury Style 5 Mahogany Pradbury Style 5 Mahogany Upright...
Inabe Grand Pianos and Upright...
Bradbury 5 Rosewood Upright...
Bradbury 5 Rosewood Upright...
Bradbury No. 1 Rosewood Upright...
Steinway Rosewood Upright
Keller & Sons Upright
Berkeley No. 24 Upright...
Henning Mahogany Upright
Harvard Rosewood Upright
Rogers Rosewood Upright
Brown Bros. Rosewood Upright

Crand Pianos an

Grand Pianos and Square Pianos

Grand Flanos al	iu bquaic rianos
Shambach Grand	Apollo Piano-Player\$75.
Chickering Square\$100.60 Chickering Square\$95.00	Stien Square
Chickering Square\$50.00	Haines Bros. Square
Schomacker Square\$95.00	Haines Bros Square \$75
Knabe Square\$65.00	Vose Square
Ladd & Co. Square \$75.00	Emerson Square
St. Louis Co. Square \$75.00	Waters Square\$75.
Brown Bros. Square\$60.00	Wake & Co. Square \$75.
Gilbert Square\$65.00	Fischer Square\$45.

	Bargains	in	Used	Organs
Bradbury, 8 sto Peloubet, 5 stor Shoninger, 9 sto Weaver Regal, 1 If a purchas	ops	\$60.00 \$55.00 \$50.00 \$85.00 y rea	Beatty, Smith A Smith A sonable t	5 stops

EASY MONTHLY PAYMENTS IF DESIRED.

F. G. SMITH PIANO CO.

1225 PENNSYLVANIA AVENUE

ADVERTISING TALKS.

WRITTEN BY WILLIAM C. FREEMAN. L. J. HOROWITZ, President of the THOMPSON-STAR-RETT CO., whose business is building construction, says openly and frankly everywhere that he was induced to commence advertising through reading these ad-

vertising stories. Nobody ever heard of a building construction company AD-VERTISING IN NEWSPA-PERS before, and some curiosity was aroused when the campaign started. There was also a great deal of guessing as to

whether it would pay or not. Mr. Horowitz made up mind that the advertising WOULD PAY if the business of the company was INTELLI-GENTLY PRESENTED to the public, so he secured the services of F. IRVING FLETCHER, a man of unusual writing ability, to direct the advertising of the com-

Here is a sample advertisement

of the company: STRAIGHT TALK

If you have a building to erect, we submit that we have a right to be heard.

To ignore us is as bad as clapping Galileo into jail for saying that the earth is round.

It won't cost you anything to hear our side of the question.

It may cost you a mint of money if you don't hear it.

THOMPSON-STARRETT

COMPANY Does anybody doubt that OFT-REPEATED ADVERTISE-MENTS of this character WILL MAKE AN IMPRESSION ON

THE PUBLIC? This company has had at one time building enterprises under way involving the expenditure of

read by intelligent people. (TO BE CONTINUED.)

EX-GOV. CANDLER DEAD. Was Executive of Georgia and a

Millionaire. was issued by Secretary of Agricul- Atlanta, Ga., Oct. 26.-Former Gov. Albuildings occupied by the Department wood avenue, after a long illness. He caused by apoplexy. of Agriculture unless it is certified, was one of the wealthlest men in the pasteurized, or from tuberculin tested South. He served in Congress from 1882 to 1890; was secretary of state of Georgia

> Potomac was erected by him in this city. wife of Dr. Francis P. Kinnicutt, died He made millions out of the manufacture at her home, 39 East Thirty-fifth street, of a much advertised "soft drink." He to-night after a long filness. It was

Prince Francis of Teck Buried. London, Oct. 26.-Prince Francis of Teck, brother of Queen Mary, was buried to-day with all the solemn pomp of royalty King George and Queen Mary attende her partner in a dance drop dead at her feet, Miss George's Chapel. Soldiers lined the street

and always turns over the buildings it constructs to the owners on time, which means that the company has a fine reputation. A company with a fine reputation can advertise and ALWAYS GET RESULTS, no matter what

\$35,000,000. It is always busy,

line of business it is engaged in. The Thompson-Starrett Co. has received numerous evidences that its advertising is not only THOROUGHLY READ, but

they have secured a lot of business through it. Mr. Horowitz has some ideas are worth while recording here. In a talk to the members of the organization recently he said:

"Suggestions must not contemplate evasions or 'short cuts' in the performance of our contractual obligations, for that is contrary to our methods. It is essential that every man in our employ shall be imbued with the spirit of the organization, which is—LETTER AND SPIRIT which is—LETTER AND SPIRIT ADHERENCE to the contract drawings and specifications.

"COURTESY and KINDNESS DO NOT COST ANYTHING, BUT THEY HAVE GREAT PURCHASING POWER. A bluff, blatant uncompromising attitude has a tendency to injure rather than to advance our incrests.

"We must not keep people waiting before they can see us. We can best realize how inconsiderate it is when we ourselves remember how annoying it is to have people keep us waiting.

"Particularly must we not keep people waiting who call for money. We want to have a reputation for paying our bills promptly, and we also want a reputation for paying our bills GLADLY."

ANY CONSTRUCTION COMPANY doing business in any part of the country, BACKED UP BY SUCH METHODS and principles, CAN ADVERTISE PROFITABLY IN NEWSPAPERS that are

and had written extensively of botany

Hugh R. Garden. Columbia, S. C., Oct. 26.-Hugh Richards Garden, organizer and captain of the

Mrs. Eleonor K. Kinnicutt. New York, Oct. 26.-Mrs. Eleanore Kissel Kinnicutt, a member of the board of managers of the Manhattan State Hospi-The highest skyscraper south of the tal for the Insane for many years, and

compiled the Revolutionary records of largely through the personal interest taken by Mrs. Kinnicutt that legislation reorganizing the street cleaning depart-ment of New York was passed and the late Col. Waring was appointed com-BIRTHS REPORTED.

WHITE.

Rosier D. and Erva Sampeell, girl.
J. Louis and K. M. Miller, girl.
W. T. and Minna B. Murphy, girl.
T. Frank and Martha V. Paxton, boy.
Harry and Grazia L. H. D. Shaw, boy.
Arthur Le Roy and Olive J. Pulver, boy.
Robert B. and Elizabeth Sievens, girl.
Carl S. and Marraert A. Dellinger, cirl.



NATIONAL IMPRESSION CO. 720 11th Street N. W.